

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 DODE-00 INR-07
NSAE-00 PA-02 USIA-15 PRS-01 SP-02 COME-00 DOTE-00
FAA-00 NASA-02 NSC-05 OES-07 ERDA-07 /068 W
-----141715Z 065137 /43

R 141650Z JUN 77
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 4111

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SECSTATE PASS USDOC

E.O. 11652
TAGS: BEXP, FR
SUBJECT: 1977 PARIS AIR SHOW - PRELIMINARY REPORT

REF: PARIS 16529

1. NAME OF EXHIBITION: 1977 PARIS AIR SHOW
2. PLACE AND DATES: LE BOURGET AIRPORT, PARIS, FRANCE;
JUNE 3-L2, 1977.
3. NUMBER OF EXHIBITORS: 93 INCLUDING THE FEDERAL
AVIATION ADMINISTRATION AND THE NATIONAL AERONAUTICS AND
SPACE ADMINISTRATION (86 REPORTING)
4. SALES DURING THE EXHIBITION:

A. OFF THE FLOOR:	\$5,561,395.00
B. 12-MONTH PROJECTED:	
NTM	\$71,813,500.00
OTM	\$28,156,630.00
SUBTOTAL	\$99,970,130.00
C. TOTAL SALES	\$105,531,525.00

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5. NUMBER OF EXHIBITORS SEEKING REPRESENTATIVES
(EXREPS): 29
6. NUMBER OF EXREPS APPOINTED DURING EXHIBITION: 50
7. NUMBER OF EXREPS UNDER NEGOTIATION: 197

8. NUMBER OF EXREPS INTERVIEWED BY EXHIBITORS: 577

9. NUMBER OF VISITORS TO TRADE FAIR: 268,000 (ESTIMATE)

10. NUMBER OF VISITORS TO US PAVILION:

A. REGISTERED BUSINESSMEN: 6,994

B. PUBLIC ATTENDANCE: 109,455

11. NUMBER OF EXHIBITORS FULLY ACHIEVING THEIR OBJECTIVES: 76 (88 PER CENT).

12. NUMBER OF EXHIBITORS PARTIALLY ACHIEVING THEIR OBJECTIVES: 10 (12 PER CENT)

13. NUMBER OF EXHIBITORS NOT ACHIEVING THEIR OBJECTIVES: 0

14. OUTSTANDING SUCCESS STORIES:

A. TRACOR INC. (NTM) INTRODUCED ITS NEW AIRBORNE OMEGA NAVIGATION SYSTEM AT PAS AND ACHIEVED \$500,000 IN OFF-THE-FLOOR SALES FOR THIS SYSTEM. THE COMPANY ANTICIPATES AN ADDITIONAL \$2.5 MILLION IN SALES DURING THE NEXT 12 MONTHS (CLEARED)

B. REA INTERNATIONAL LTD. (NTM) ANNOUNCED AN OFF-THE-FLOOR SALE OF THREE NEW AVIONIC BENCH TEST SYSTEMS TO ARGENTINA, GABON AND SWEDEN. TOTAL VALUE OF THESE ORDERS WERE \$30,000. REA ALSO ANNOUNCED OFF-THE-FLOOR SALE OF 30 TERRA PORTABLE VHF TRANSCEIVERS FOR OFF-SHORE OIL RIG APPLICATIONS IN THE NORTH SEA. THIS SALE TOTALLED \$15,000. THE COMPANY REPORTED TOTAL OFF-UNCLASSIFIED

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FLOOR SALES OF \$65,000 (NOT CLEARED)

C. GEORGE J. MCTIGUE AND ASSOCIATES (NTM), WHICH REPRESENTED ANALOG TRAINING COMPUTERS, INC.) REPORTED THE OFF-THE-FLOOR SALE OF A FLIGHT SIMULATOR WITH PLOTTER TO FLIGHT TRAINING CENTER IN WEVELGEM, BELGIUM. THIS REPRESENTED A NEW COUNTRY MARKET PENETRATION. THE COMPANY REPORTED OFF-THE-FLOOR SALES OF \$6,195 AND 12 MONTH PROJECTION OF \$50,000. (CLEARED)

D. MICRODYNE CORP (NTM) WHICH EXHIBITED IN THE STATE OF MARYLAND BOOTH REPORTED \$75,000 IN OFF-THE-FLOOR SALES AND \$400,000 IN 12 MONTH PROJECTED SALES. ORDERS WERE RECEIVED FROM CENTRE NATIONAL D'ETUDES SPATIALES (CNES) IN FRANCE, FROM HAWKER SIDDELEY AVIATION IN U.K., FROM THOMPSON C.S.F. IN FRANCE AND FROM THE SWEDISH

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SPACE ORGANIZATION. THE COMPANY ALSO SIGNED TWO SALES REPRESENTATION AGREEMENTS DURING THE SHOW AND EXPECTS TO SIGN FOUR MORE DURING THE COMING YEAR. (CLEARED)

E. DMS, INC. (NTM) REPORTED \$32,000 IN OFF-FLOOR-SALES AND \$80,000 IN 12 MONTH PROJECTED SALES. ORDERS BOOKED AT PAS ASSURED DMS OF THE BIGGEST MONTH FOR NEW SALES IN THE 18 YEAR HISTORY OF THE COMPANY. PARTICULARLY IMPORTANT TO THE COMPANY WAS THE FACT THAT MANY OF THE ORDERS CAME FROM SUCH DISTANT COUNTRIES AS PAKISTAN, THAILAND AND NEW ZEALAND WHERE THE COMPANY IS NOT REPRESENTED. (CLEARED)

F. ORCON CORP. (NTM) REPORTED \$6,000 IN OFF-THE-FLOOR SALES AND \$180,000 IN PROJECTED SALES FOR THE NEXT 12 MONTHS. AS A RESULT OF THE COMPANY'S PARTICIPATION IN PAS, IT IS EXPECTED THAT THEIR EUROPEAN BUSINESS WILL REACH \$500,000 PER YEAR WITHIN THREE YEARS. (NOT CLEARED)

G. SWEARINGEN AVIATION CORPORATION, A SUBSIDIARY OF FAIRCHILD INDUSTRIES WHICH EXHIBITED IN THE U.S. PAVILION REPORTED SEVEN AIRCRAFT ORDERS BOOKED DURING
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THE SHOW. WHILE THESE ORDERS AMOUNTED TO \$7 MILLION IN
SALES THEY HAVE NOT BEEN INCLUDED IN THE SALES STATIS-
TICS FOR PAVILION EXHIBITORS SINCE SWEARINGEN DISPLAYED
AIRCRAFT IN THE STATIC DISPLAY SECTION OF THE AIR
SHOW (CLEARED).
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